

Message Text

UNCLASSIFIED

PAGE 01 MADRID 07883 111538Z

45

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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R 111027Z NOV 75
FM AMEMBASSY MADRID
TO AMEMBASSY LONDON
INFO USDOC WASHDC
AMCONSUL BARCELONA
SECSTATE WASHDC 316

UNCLAS MADRID 7883

E.O. 11652: N/A
TAGS: BEXP, SP
SUBJ: JANUARY 1976 LONDON TC SHOW: MINICOMPUTERS AND PERIPHERAL
EQUIPMENT

REF: LONDON'S 17197

1. FY 76 COUNTRY COMMERCIAL PROGRAM FOR SPAIN INCLUDES FULL SUPPORT
SUBJECT SHOW. ACCORDINGLY, MADRID PREFERS UNDERTAKE MAILING OF
SHOW FLYERS AND BROCHURES TO SPANISH TARGET AUDIENCES. WE REQUEST 100
EACH OF SHOW FLYERS AND CATALOGS ASAP IN ADDITION TO PRESS RELEASES
AND HIGHLIGHTS RE NTE AND NTM US EXHIBITORS AND NEW PRODUCTS. RE
LATTER, WE COULD USEFULLY USE AT LEAST TWO SETS OF COMPANY LITERATURE
FOR USE IN KEY MAN CALLS. MADRID WILL BE PLEASED TO CHANNEL A
QUANTITY OF ABOVE MATERIALS FOR AMCONGEN BARCELONA FOR IMPORTANT
CATALAN AREA.

2. FOR FOLLOW UP PURPOSES IN ASSESSING RESULTS THIS CAMPAIGN IN
SPAIN, WE WOULD LIKE TO RECEIVE A LISTING OF ALL SPANISH ATTENDEES
TO SUBJECT EXHIBITION AS SOON AS POSSIBLE ONE IT IS OVER.
STABLER

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Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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